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<p>(21) International Application Number: PCT/US97/20765</p> <p>(22) International Filing Date: 14 November 1997 (14.11.97)</p> <p>(30) Priority Data: 60/030,492 15 November 1996 (15.11.96) US</p> <p>(71) Applicant (for all designated States except US): 1.2.1. PRECISE INFORMATION LLC [US/US]; 134 Charter Oak Drive, New Canaan, CT 06840 (US).</p> <p>(72) Inventors; and</p> <p>(75) Inventors/Applicants (for US only): LEVILLE, Kevin, J. [US/US]; 134 Charter Oak Drive, New Canaan, CT 06840 (US). KLINGENBERG, Tim, P. [US/US]; 12314.East 27th, Spokane, WA 99216 (US). BLYTH, Michael [US/US]; 2311 Central Park, Evanston, IL 60201 (US).</p> <p>(74) Agent: FREDERICK, James, R.; Ware, Fressola, Van der Sluys & Adolphson LLP, Bradford Green, Building Five, 755 Main Street, P.O. Box 224, Monroe, CT 06468 (US).</p>		<p>(81) Designated States: AU, CA, JP, MX, US, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).</p> <p>Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p> <p>(88) Date of publication of the international search report: 12 November 1998 (12.11.98)</p>	
<p>(54) Title: MERCHANDIZING SYSTEM</p> <pre> graph TD Host[HOST COMPUTER, CENTRAL DATABASE AND DATA ANALYSIS] -- 10 --> Brand[BRAND/CORPORATE COMPUTER] Host -- 10 --> Retail[RETAIL/CORPORATE COMPUTER] Host -- 10 --> Home[HOME COMPUTER/ HOME SHOPPING AND INTERNET (ON LINE) LINK] Brand -- 11 --> DataDisplay[DATA DISPLAY AND MANIPULATION] Retail -- 12 --> InStore[IN-STORE COMPUTER] InStore -- 15 --> Interface[INTERFACE UNIT] Interface -- 27 --> Kiosk[IN-STORE USER INTERFACE (KIOSK)] Interface -- 27 --> POS[POS INTERFACE] Home -- 30 --> HomeShopping[HOME SHOPPING AND INTERNET SERVER] </pre>			
<p>(57) Abstract</p> <p>A host computer (10), which is used to control point of a merchandising system, is interconnected to a brand corporation computer (11) and an in-store computer (15). Brand corporation computer (11) is used to offer current discounts on products while in-store computer (15) serves as an interface to consumer interface kiosks (17) and in-store points of sale (20). The host computer (10) tracks consumer buying behavior, analyzes the information according to brand and retail criteria, and based on a consumer specific profile offers a consumer specific discounts. When a consumer is specifically identified at a kiosk (17), a customized list of discounts including a "targeted net price" is printed for the consumer, while the new price is automatically applied to the product at the point of sale (20). The consumer's shopping behavior is used to refine the consumer profile and to evaluate the efficacy of the free product sample transaction.</p>			

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US97/20765

A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) :G06F 17/60

US CL :705/14; 235/383

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 235/375, 383; 364/400; 705/1, 14; 707/104

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

None

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

None

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 3,792,437 A (BLUMENTHAL et al) 12 February 1974, see abstract.	1-20
Y	US 4,908,761 A (TAI) 13 March 1990, see abstract.	1-20
Y	US 5,380,991 A (VALENCIA et al) 10 January 1995, see abstract.	1-20
Y,E	US 5,592,560 A (DEATON et al) 07 January 1997, see abstract.	1-20
Y,E	US 5,621,812 A (DEATON et al) 15 April 1997, see abstract.	1-20
Y,E	US 5,642,485 A (DEATON et al) 24 June 1997, see abstract.	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

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Date of the actual completion of the international search

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International application No.
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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,E	US 5,644,723 A (DEATON et al) 01 July 1997, see abstract.	1-20
Y,E	US 5,649,114 A (DEATON et al) 15 July 1997, see abstract.	1-20
Y,E	US 5,687,322 A (DEATON et al) 11 November 1997, see abstract.	1-20